

**CONFERENCE ANNOUNCEMENT
& CALL FOR PAPERS**

**10th International Joint World Cultural Tourism
Conference**

Date : November 13-15, 2009

Venue : First Hotel Bangkok, Bangkok, Thailand

Co-organized by:

- TOURISM COLLEGE OF ZHEJIANG, CHINA
- PHILIPPINE SOCIETY FOR CULTURE AND TOURISM, THE PHILIPPINES
- THE HOKKAIDO ACADEMIC SOCIETY OF TOURISM, JAPAN
- CETA UNIVERSITY COLLEGE OF TOURISM, SPAIN
- YASAR UNIVERSITY, TURKEY
- UNIVERSISITY OF NOVI SAD, SERVIA
- UNIVERSITY OF HAWAII, USA
- UNIVERSITY SAINS MALAYSIA, MALAYSIA
- NATIONAL PUNGTING UNIVERSITY OF SCIENCE AND TECHNOLOGY, TAIWAN
- TUMAINI UNIVERSITY AT IRINGA, TANZANIA
- SOUTH KAZAKHSTAN STATE UNIVERSITY, KAZAKHSTAN
- AUSTRALIA SCHOOL OF TOURISM AND HOTEL MANAGEMENT, AUSTRALIA
- SCHOOL OF HOSPITALITY, TOURISM & CULTURE AND THE CULTURE HERITAGE INSTITUTE, CANADA
- THE KOREAN ACADEMIC SOCIETY OF CULTURE AND TOURISM
- WORLD CULTURAL TOURISM ASSOCIATION

World Cultural Tourism Association, Tourism College of Zhejiang, China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University of Hawaii, USA, Yasar University, Turkey, National Pingtung University of Science and Technology, Taiwan, Tumaini University at Iringa, Tanzania, South Kazakhstan State University, Kazakhstan, Hokkaido Academic Society of Tourism, Japan, Australian School of Tourism and Hotel Management, Australia and School of Hospitality, Tourism and Culture and the Culture heritage Institute, Canada, Korean Academic Society of Culture and Tourism, Korea are pleased to announce the International Cultural Tourism Conference 2009.

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with opportunity to explore and discuss issues in the topics on cultural tourism promotion. We are sure that it is clear the findings of this conference can be effective and insightful directions for cultural tourism development and planning. It is our great pleasure to welcome all of you to this conference. We welcome you all of VIP guests, educators, policy-makers and students to this conference.

CONFERENCE REGISTRATION:

All presenters and participants are requested to register for the conference. Registration Fees are US\$350 before August 31, 2009 and US\$400 thereafter.

Conference registration fee includes participation in all conference sessions in three days, participation in all scheduled meal functions and refreshment breaks, and a copy of conference proceedings.

CALL FOR PAPERS:

The Conference will focus on a broad range of topics related to education and research in culture and tourism/hospitality. The Conference organizers invite papers, abstracts and presentation proposals relevant to culture and tourism, hospitality management. Considering the theme of the conference, Paper with any of the following or related subjects would be appropriate for presentation:

Any kind of issues in culture and tourism/hospitality/foodservice.

- Cross-cultural studies in tourism/hospitality.
- Emerging issues in education and training.
- Studies and case studies on tourism/hospitality development/management/administration.
- Studies related to marketing and promotion of tourism/hospitality.
- Studies related to tourism/hospitality forecasting and economic aspects of industry.

- Studies on social, cultural, economic and environmental impact of tourism/hospitality.
- Tourism/hospitality and environmental sustainability.
- Human resources development and educational issues in industry.
- Financial models or econometrics of tourism/hospitality.
- Operation of tourism and hospitality businesses at both macro and micro levels.
- The gaming and casino industry.
- Community tourism development and rural/farm tourism.
- Post-modern tourism/hospitality and contemporary issues in tourism/hospitality.
- IT and Internet aspects of tourism/hospitality.
- Other papers related to the theme of the Conference.

Submission Guidelines

- About 300 words of abstract should be submitted by July 31, 2009.
- 10 pages abstract of papers should be submitted for the final selection process.
- The abstract should be submitted to the e-mail: wctaabstract@gmail.com
- The paper should be submitted to the following email: wctapaper@gmail.com
- Deadline for submitting abstract is July 31, 2009
- Deadline for submitting paper is August 31, 2009
- Paper Review Committee will conduct a refereed screening of papers.

Format of Presentations:

- Paper sessions will have about 5 papers presented in each 90 minute session, giving each presenter 15 Minutes..
- Panel sessions will provide an opportunity for about five presenters to speak in a more open and conversational setting with conference attendees.

Submitting a Proposal:

1. Create a title page for your submission. The title page should include:
 - a. title of the submission
 - b. name(s) of the author(s)
 - c. department(s) and affiliation(s)
 - d. mailing address(es)
 - e. e-mail address(es)
 - f. phone number(s)
 - g. fax number(s)

2. Email your paper, along with a title page, to wctaabstract@gmail.com and wctapaper@gmail.com.

Receipt of submissions will be acknowledged via email within 48 hours.

If you do not wish to email your submission, you may send it via regular mail or fax to:

Prof, Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

Dept. of Tourism Management, Honam University,

59-1 Seobong-dong Gwangsan-gu

Gwang-ju, Korea 506-714

Tel : +82-62-940-5582 / Fax : +82-62-940-5582

3. Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference.

Final copies of accepted papers will be professionally published with ISSN number PRIOR to the Conference.

CONFERENCE ADMINISTRATION

Please direct paper submissions and enquires to:

Prof, Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Associatiomn

Dept. of Tourism Management, Honam University,

59-1 Seobong-dong Gwangsan-gu

Gwang-ju, Korea 506-714

<p>Tel : +82-62-940-5582 / Fax : +82-62-940-5582 /</p>
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<p>E-mail : scjung@honam.ac.kr, scjung50@hanmail.net, scjung19@yahoo.com</p>
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<p>http://www.kasct.co.kr</p>
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Call for Papers (Journals)

International Journal of Culture and Tourism Research

Journal of World Cultural Tourism Association

Journal of Culture and Tourism Research

Journal of the Korean Academic Society of Culture and Tourism

Specifications and Instructions for Submitting Final Papers for Journals and Conference Proceedings

I. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.
- C. The conference proceedings will be professionally reproduced with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **to wctapaper@gmail.com**

D. Page Limitations:

- 1. Authors are allowed to submit **a final paper of up to 10 single spaced pages(Conference Proceedings)and 20 single spaced pages(Journals), inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Journal.
- 2. Papers exceeding this page limit can be accepted with an additional production charge of **US\$10 for every additional single spaced page**. Papers exceeding the page limit and submitted without the additional production charges will not be included in the journal.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Director of Paper Review, Dr, Jung, as an email attachment (wctapaper@gmail.com) .

II. Paper Format (also see sample below).

The paper should follow the following format:

- Up to **10(Conference Proceedings)** and **20 single-sided pages(Journals)** inclusive of all tables, figures, references, appendices and so on. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman**
- Font size **11 point**.
- The paper must be formatted for **A4 size** (210mm x 297mm).
- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.
- Indent the first sentence of each paragraph with **1/2 inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

For other details, please see the example format below.

TITLE OF YOUR PAPER CENTERED LIKE THIS

* Your Name James Bond
Your Department's Name
Your Organization (University's) Name

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name
and

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name

[Mark * in front of the name of the presenting author]

ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column as shown in this example. **Indent** the first sentences of each paragraph with ½ inch. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

INTRODUCTION

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centered as shown above.

Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted as an email attachment.

TABLES AND FIGURES

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with

appropriate upper and lower case letters) which explains their contents. For example:

Table 1. Profile of Conference Participants

Profile	Frequency	Percentage
Male	98	49.00
Female	102	51.00
Total	200	100

REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

See example below:

Aaker, D. A., Kumar, V. and Day, G.S. (1995), Marketing Research. 5th ed. John Wiley, New York.

Diaz, A. B. C. and Ruiz, F. J. M. (2002), The Consumer's Reaction to Delays in Service, International Journal of Service Industry Management, 13(2), 118-140.

Pritzker, T.J. (n.d.). An Early Fragment from Central Nepal [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

Smith, P.S. (2001, October 23). The Finest Dining Places in Hong Kong. South China Morning Post, B1, B3.

ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement(if applicable).

Website: [www://kasct.co.kr](http://www.kasct.co.kr)

**Paper Review Committee
World Cultural Tourism Association
The Korean Academic Society of Culture and Tourism**